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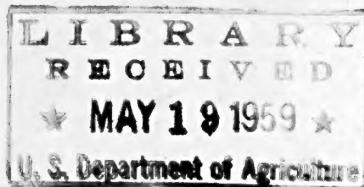
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JOHN SCHEEPERS, Inc.

Flower Bulb Specialists

37 WALL STREET
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Beauty From Bulbs

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Scheepers Chrysanthemums

FOR SUMMER AND FALL GARDEN BEAUTY

Chrysanthemums rule supreme in all fall gardens. White, pink, yellow, red, lavender, purple as well as the fall colors of bronze and copper can transform the garden to great beauty and charm.

Our list of varieties have been carefully selected. Our pot plants are fully established and will grow with very little care. Yet, they respond with amazing results if given reasonable attention.

They may be planted in the garden where they are to grow and bloom, or, if this is not convenient they may be planted in rows in the cutting garden to be transplanted just as they come into blossom. No loss of plants will be had if handled in this manner.

All varieties listed have good growth habits, are disease resistant, hardy and tolerant of early frosts. they are compact growers with abundance of bloom, but with enough foliage to enhance all their beauty.

Enjoy this garden beauty this summer.

Place your order now.



Decorative Chrysanthemums

Decorative

Large, long petaled, double type flowers

ADMIRATION. Bright and cheery in the garden. Bright peach with salmon-fawn and reddish gold glow; 3 inch flowers. Mid-season. Height 26". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

AVALANCHE. Snow white, fluffy blooms are 5 inches across. Perfectly formed and very beautiful. Early. Height 20". \$3.50 for 5; \$6.75 for 10; \$16.00 for 25.

CALUMET. Apricot-bronze. Beautiful pompon type blooms. The 3 inch blooms are well placed on a fine plant. Very decorative. Mid-season. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

CHARLES NYE. Rich buttercup yellow. Pyramid shaped plants; 3 inch flowers in abundance. Mid-season. Height 26". \$3.50 for 5; \$6.75 for 10; \$16.00 for 25.

CHIPPEWA. Aster-purple blooms are always prize-winners; good bushy plant with 2½ inch flowers. Very striking. Early. Height 24". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

EVANGELINE. Flesh-pink and very beautiful; 3½" flowers in abundance. Mid-season. Height 24". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

FASCINATION. Silvery lavender-pink. Large flowers 4 inch and better and very lovely. Early. Height 26". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

FLAMBOYANT. Flashing tangerine-scarlet and very showy. Large flowers 4 to 5 inch and compact growth. Mid-season. Height 28". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

FOOTBALL BRONZE. Bronze beauty with large 3½ inch blooms; petals are incurved for a lovely effect. Early. Height 30". \$3.75 for 5; \$7.00 for 10; \$17.00 for 25.

GARDENIA. Creamy white blooms that are beautiful and of perfect formation. The blossoms 3½ inches across are well placed on 24" plants. Late. \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

GLADIATOR. Orange-red. The large 4 inch blooms are well placed and have good stems. Stunning. Mid-season. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

IVORY GLOW. Ivory-white with glazed blooms that look as if they were waxed; petals incurved for a lovely effect. The 3 inch blooms are well placed. Late. Height 30". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

LEE POWELL. Chinese-yellow shading to coppery orange-yellow at the center. The large 4 inch flowers are very impressive. Early. Height 30". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

MISS LACE. Pure pink and very beautiful. The 3½" flowers are of perfect shape. Early. Height 28". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

OLD LAVENDER. Lavender-pink with glistening flowers; flowers are 3½ inches across and produced in abundance. Early. Height 30". \$3.50 for 5; \$6.75 for 10; \$16.00 for 25.

RED VELVET. Crimson and one of the very finest. The 3 inch blossoms are perfectly formed. Mid-season. Height 24". \$3.50 for 5; \$6.75 for 10; \$16.00 for 25.

SPELLBINDER. Butter-yellow with finely formed flowers. The 4 inch blooms are very full and well placed. Mid-season. Height 28". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

SPODE. Lemon-yellow. The large flowers are very beautiful. The petals are incurved for a lovely effect. If disbudded blooms will be from 5 to 6 inches across. Mid-season. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

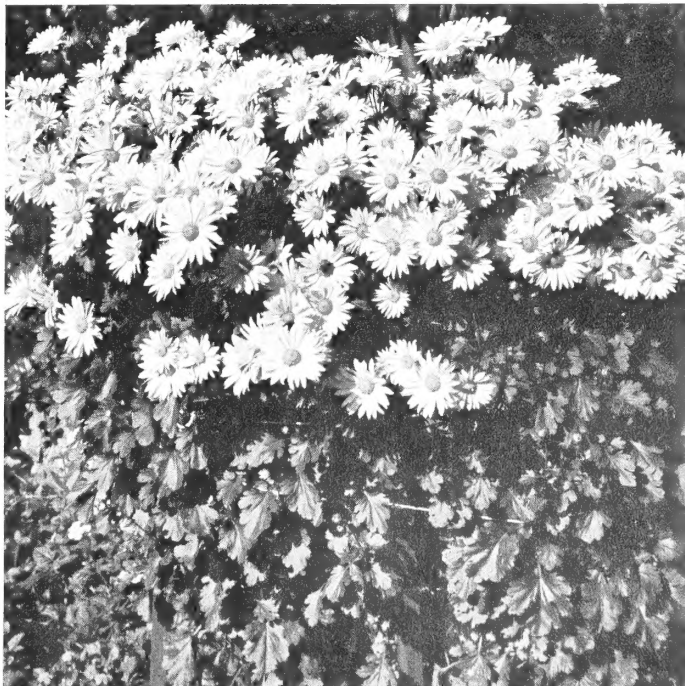
TAPESTRY. Rose-pink shading deeper to the center of the bloom. The large 3 inch blooms have a delightful rosy glow. Early. Height 24". \$3.50 for 5; \$6.75 for 10; \$16.00 for 25.

WHITE CLOUD. Fleecy white and very beautiful. The 3½ inch flowers are gracefully held on a fine plant. Mid-season. Height 25". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

(Plants may be used as pot specimens for indoor or patio decoration)



Spoon Chrysanthemums



Single Chrysanthemums

Spoon

The petals are spoon and quill shaped for a most beautiful effect. Delightful for cutting as well. Flowers are from 3½ to 4 inches across, stems are good and strong. They all start to flower 3rd week in September.

CARDINAL SPOON. Cardinal-red with reverse of petals golden, petals here and there are reversed for a charming effect. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

CHARM SPOON. Rhodimine - red changing to soft rose. Blooms have double row of petals. This flower is like a quill with the spoon in color and the stem part of each petal white. Best of all in this class. Height 24" \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

WHITE SPOON. Pure white throughout. Charming and the flower has a double effect. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

YELLOW SPOON. Yellow that is glistening and lovely. Also has a double effect. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

Single

The single Daisy-like flowers are 3 inches and more across. Fine for contrast in border. They all start to flower 3rd week in September.

JOAN HELEN. Dark Purple shading to crimson. Very fine color that is rarely found in Singles. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

NORTH STAR. Pure white and the contrast with delightful butter yellow center is very charming. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

PRINCESS MARGARET. Brick red becoming salmon shrimp with age. Very beautiful. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

SUMMERTIME. Golden yellow and very outstanding variety. Height 24". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

Cushion

Low growing very compact plants that are covered with blooms from mid-September on. Extra fine for use as edgings, specimens in border as well as the rock garden. Flowers are 2½ inches across. Plants sometimes 24" across.

BOWL O' GOLD. Golden yellow throughout and most charming. Height 12". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

COQUETTE. Rose-Pink and the very best in this shade. Height 15". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

LIPSTICK. Strawberry-red a favorite in every garden. Height 15". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

POWDER PUFF. White and pure. This has been proven to be the very best of the white cushions. Robust grower. Height 12". \$4.00 for 5; \$7.50 for 10; \$18.00 for 25.

Please Order Now so that proper reservations may be made. We will ship at proper planting time for your climate. Full planting and cultural instructions will accompany each order.

MAIL THIS ORDER CARD TODAY

Date

JOHN SCHEEPERS, Inc.
37 Wall Street
New York 5, N. Y.

Gentlemen: Kindly ship the following:

CHRYSANTHEMUMS—Decorative

-Admiration
-Avalanche
-Calumet
-Charles Nye
-Chippewa
-Evangeline
-Fascination
-Flamboyant
-Football Bronze
-Gardenia
-Gladiator
-Ivory Glow
-Lee Powell
-Miss Lace
-Old Lavender
-Red Velvet
-Spellbinder
-Spode
-Tapestry
-White Cloud

CHRYSANTHEMUMS—Spoon

-Cardinal Spoon
-Charm Spoon
-White Spoon
-Yellow Spoon

CHRYSANTHEMUMS—Cushion

-Bowl O'Gold
-Coquette

.....Lipstick

.....Powder Puff

CHRYSANTHEMUMS—Single

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-Princess Margaret
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-Cedar Hill
-Colonel Bowles
-Curtis Giant
-Helen Elizabeth
-May Sadler
-Mrs. Perry
-Orange Perfection
-Pink Radiance
-Sass Pink

POPPIES—Doubles

-Crimson Pompon
-Salmon Glow

.....Special Collection
at \$50.00

*Chrysanthemums will be
shipped at proper planting
time for your climate.*

*Poppies will be shipped
from August through
October.*

(We will bill you after shipment is made.)

Name

Address

City State



Scheepers Oriental Poppies

(*Papaver Orientale*)

Oriental Poppies are one of the choicest of perennials. It is one of the most conspicuously beautiful plants of the spring landscape. The fern-like leaves are up in time to enhance the early spring bulbs. Then as the Tulips fade the strong stems of the Poppies will be observed—the bud is unique and beautiful—late May and into June is Poppy time in the garden. While one established plant sends up many blooms it is best to plant in groups of three or five of a variety to fully enjoy the beauty of the vibrant colors.

From August into October is the proper time for planting, as this will give the roots a chance to establish themselves for next season's flowering. Our extra strong heavy plants will give finest effect the first season and they increase in beauty

with each season's growth. Good garden soil is their only requirement; drainage is important so this must be provided for.

They are absolutely hardy in the coldest climates. Once planted in the garden they should be left alone—dig them and divide only after the clumps are so large that they spoil the original effect. Flowers are delightful for indoor decoration—just hold the cut stem over a flame for a few seconds immediately after they are cut—this seals the stem and they stand up well with other flowers in a decoration.

The varieties we have selected in our collection are superb and you may make your selection with complete confidence of having the best.

We send full planting and cultural instructions with each order.

BARR'S WHITE. Pure white with purple-black spot at the base of each petal. Very large flowers and strong grower. \$5.25 for 3; \$15.00 for 10.

CEDAR HILL. Shell pink. One of the first to flower in the garden and is very beautiful. Flowers are slightly frilled. \$5.25 for 3; \$15.00 for 10.

COLONEL BOWLES. Deep red with black spot at base of each petal. Very large flowers that are slightly crinkled. Considered one of the best of the new red varieties, \$6.00 for 3; \$17.00 for 10.

CURTIS GIANT. Mahogany-red. Very large flowers and tall 40 inch stems. Fine grower. \$6.00 for 3; \$17.00 for 10.

HELEN ELIZABETH. Light pink with no other markings. Tall grower—30 inches and more—and considered by many as the finest pink. \$6.00 for 3; \$17.00 for 10.

MAY SADLER. Salmon-pink with black markings at base of the bloom. The large flowers are very attractive. \$5.25 for 3; \$15.00 for 10.

MRS. PERRY. Soft orange-apricot tinged with salmon. A very outstanding variety. \$5.25 for 3; \$15.00 for 10.

ORANGE PERFECTION. Bright orange with tint of flame. Strong grower and very beautiful. \$6.00 for 3; \$17.00 for 10.

PINK RADIANCE. Brilliant cerise-pink with inside of bloom shaded salmon-red; black base markings. Lively and glowing variety. \$5.25 for 3; \$15.00 for 10.

SASS PINK. Light pink blooms with heavy ruffled petals. Very pretty. \$5.25 for 3; \$15.00 for 10.

Double Varieties

CRIMSON POMPON. Deep crimson. Pompon like flowers fully double and very attractive. Medium height and has strong stems. \$6.00 for 3; \$17.00 for 10.

SALMON GLOW. Salmon-orange. The flowers are very large 8 inches across and fully double. Holland introduction where it won a First Class Certificate. Very beautiful. \$6.00 for 3; \$17.00 for 10.

SPECIAL COLLECTION:

Consisting of 3 each of the 12 varieties listed. Total 36.
Catalog value \$67.50
SPECIAL AT \$50.00

Please order now so that proper reservation may be made, Full planting instruction will accompany each shipment.

(Delivery time—August through October—for next Summer bloom)

JOHN SCHEEPERS, INC.
Flower Bulb Specialists

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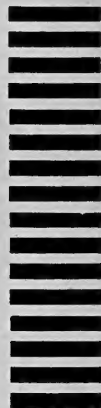
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JOHN SCHEEPERS, Inc.

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Cushion

Single

Shoon